



NEWS FROM NOAA

NATIONAL OCEANIC & ATMOSPHERIC ADMINISTRATION • US DEPARTMENT OF COMMERCE

MEDIA ADVISORY

Contact: Delores Clark
532-6411

FOR IMMEDIATE RELEASE
March 21, 2007

NOAA TO SPONSOR WAIKIKI SUNSET ON THE BEACH AND PARTICIPATE IN THE GREAT HAWAIIAN FOLKLIFE FESTIVAL

The National Oceanic and Atmospheric Administration (NOAA) is partnering with the Waikiki Improvement Association to co-sponsor Sunset on the Beach, an outdoor family event, this weekend, March 24-25. Sunset on the Beach will feature musical entertainment, a popular movie, and educational activities each evening. It is free and open to the public.

NOAA is hosting this event as part of the agency's year-long celebration to commemorate its 200 years of science, service and stewardship to the nation.

NOAA's participation in the Great Hawaiian Folklife Festival recognizes the important role Hawaiian culture has played in preserving natural resources. The NOAA tent will showcase NOAA products and services available to the public in Hawaii and the Pacific. Booths will also feature games and activities for the keiki, free handout materials and educational items. NOAA scientists and program managers will be available to answer questions.

WHAT/: Media Availability & Photo Opportunities

WHEN: 4:30 p.m., Saturday, Queen's Beach, Waikiki, Next to Stage

NOAA Tent, Kapiolani Park, 10-5 p.m., Sat./Sun.

Saturday Program Highlights/Sunset on the Beach:

4:00pm NOAA tent opens (games, children's activities, information on NOAA 200th celebration, NOAA programs in the Pacific, and weather/tsunami safety)

4:15pm Hawaii Girl Scouts Dressed as Sea Critters Give Away Prizes

4:30pm Media Availability with NOAA Officials re NOAA 200th Anniversary and NOAA Programs in Hawaii

5:00-5:45pm Live entertainment: Kaukahi

6:00-6:45pm Live entertainment: Makana

(more)

- 7:00-7:15pm** Remarks by Mayor Mufi Hanneman, Tesoro Representative, and NOAA's R.Adm. Sam DeBow
- 7:18-7:26pm** Awards to Outrigger, Hawaii Girl Scouts, Sanctuary Volunteers
- 7:30-7:38pm** NOAA Video, Marine Debris Video by Kipapa Elementary School in Mililani (teacher & students will be recognized), Little Mermaid PSA
- 7:45-9:00pm** Movie: Little Mermaid

Sunday Program Highlights/Sunset on the Beach:

- 4:00pm** NOAA tent opens (games, children's activities, information on NOAA 200th celebration, NOAA programs in the Pacific, and weather/tsunami safety)
- 5:00-5:45pm** Live entertainment: Pali or Tony Conjugacion
- 6:00-6:45pm** Live entertainment: Pali or Tony Conjugacion
- 7:10-7:13pm** Welcome by Eileen Shea, Director, NOAA IDEA Center (Integrated Data and Environmental Applications Center)
- 7:13-7:15pm** Rear Admiral Samuel De Bow, Jr. , Director, NOAA Corps, and Director, NOAA Aviation and Marine Operations
- 7:15-7:20pm** Awards to Network Media, Ki-ho`alo Foundation
- 7:22-7:30pm** NOAA 200th video (5.5 min.) & Kipapa School Marine Debris Video
- 7:32-9:00pm** Movie: Shark Tale

WHO: Mayor Mufi Hanneman
 R.Adm. Samuel De Bow, Jr., Dir., NOAA Commissioned Officer Corps, and Dir., NOAA Aviation and Marine Operations
 Eileen Shea, Dir., NOAA IDEA Center
 Naomi McIntosh, Dir., Hawaiian Islands Humpback Whale National Marine Sanctuary
 Sam Pooley, Dir., NOAA Pacific Islands Fisheries Science Center
 Hawaii-based NOAA scientists and program directors TBA

The National Oceanic and Atmospheric Administration is an agency of the U.S. Commerce Department. From the establishment of the Survey of the Coast in 1807 by Thomas Jefferson to the formation of the Weather Bureau and the Commission of Fish and Fisheries in the 1870s, much of America's scientific heritage is rooted in NOAA.

- 30 -

On the Web: NOAA 200th Celebration: <http://celebrating200years.noaa.gov>
 Hawaii NOAA 200th Events: http://hawaiihumpbackwhale.noaa.gov/NOAA_200th.html